COLUMBIA PRESSBOOK

"GUNMEN FROM LAREDO"

...filled with the terror-evoking blast of the "chisera," deadly Southwest desert storm . . . the suspense that comes with hand-to-hand combat between red man and white for possession of a tomahawk and a girl...the bullet-blasting excitement of a lone Texan's revenge-filled stand!

"GUNMEN FROM LAREDO"

...brings to showmen an outdoor adventure story bursting with action... drama... thrills... in Columbia Color! It's a picture to sell...for people to see!

(THREE SHEET)

CAST

Gil Reardon	Robert Knapp	*Jordan Keefer*	Jerry Barclay
Rosita	Jana Davi	*Walt Keefer*	Ron Hayes
Ben	Walter Coy	*Coloradas*	Charles Horvath
Matt Crawford	Paul Birch	*Katy Reardon*	Jean Moorhead
Dave Marlow	Don C. Harvey	*Delgados*	X. Brands
Frank Bass	Clarence Straight	*Judge Parker*	Harry Antrim

BILLING

COLUMBIA PICTURES 25%

presents

GUNMEN FROM LAREDO 100%

with

ROBERT KNAPP • JANA DAVI • WALTER COY 35%

Written by
CLARK E. REYNOLDS 15%

Produced and Directed by
WALLACE MacDONALD 15%

In COLUMBIA COLOR 25%

CREDITS

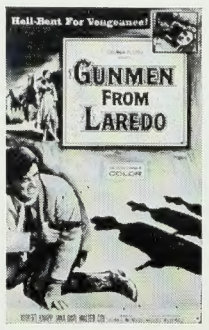
Written by Clark E. Reynolds; Produced and Directed by Wallace MacDonald; Assistant Director, Leonard Katzman; Columbia Color; Color Consultant, Henri Jaffa; Director of Photography, Irving Lippman; Art Director, Carl Anderson; Film Editor, Al Clark, A.C.E.; Set Decorator, Alfred E. Spencer; Recording Supervisor, John Livadary; Sound, Lambert Day; A Columbia Picture.

STORY

(*Not for Publication*)

Rancher Gil Reardon, whose wife has been killed by Laredo gunmen Ben Keefer and his brothers, breaks jail after he has been framed by the Keefers. Gil makes the desert trek to Laredo with Rosita, an Indian girl he has rescued from another tribe, besting Indian chief Mangos Coloradas in a tomahawk fight. Gil kills the Keefers in a climactic gun fight and, with Rosita, heads for the Mexican border and safety.

ACCESSORIES



- THREE SHEET (Shown at top of page.)
- ONE SHEET (Shown at left.)
- 22 x 28 • EIGHT 11 x 14's • TRAILER (*SLIDE same design.*)
- 40 x 60, 30 x 40, 24 x 60 and 24 x 82 DISPLAYS • INSERT CARD
- FOUR STILL SETS • COMPOSITE MAT (*20 horizontals, 10 uprights, pressbook set, art set.*)

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PB # 513

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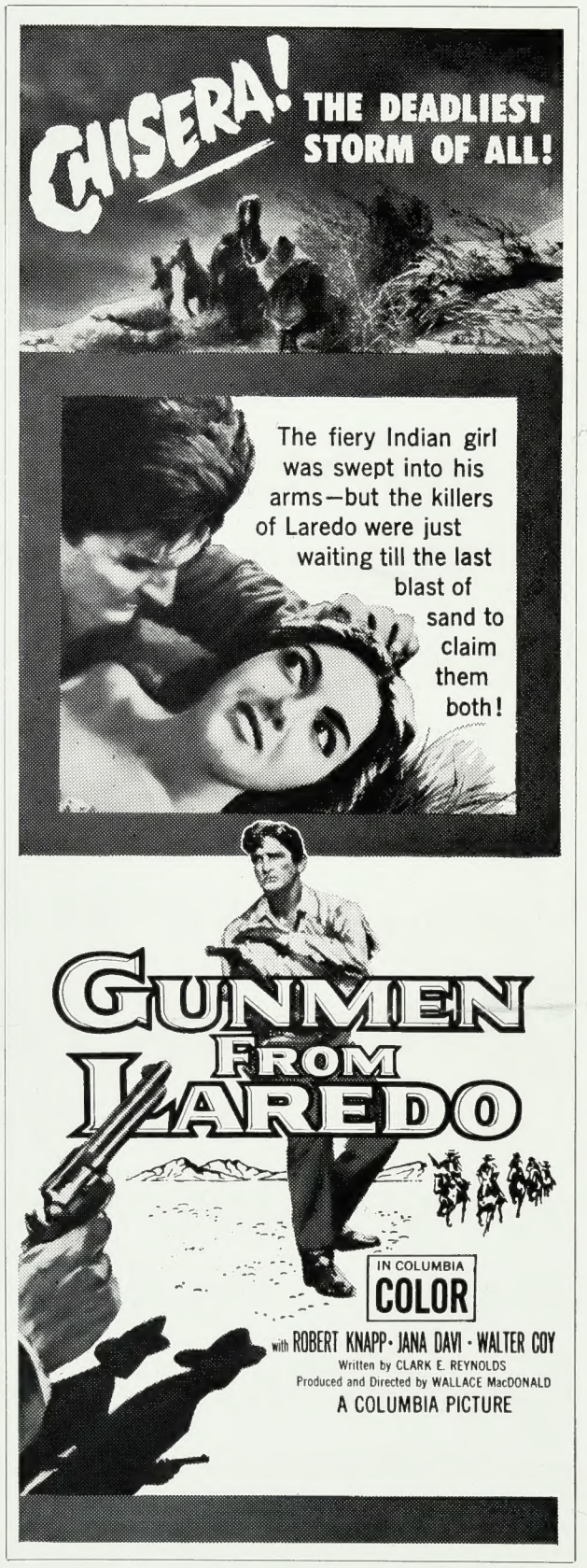
500 Lines



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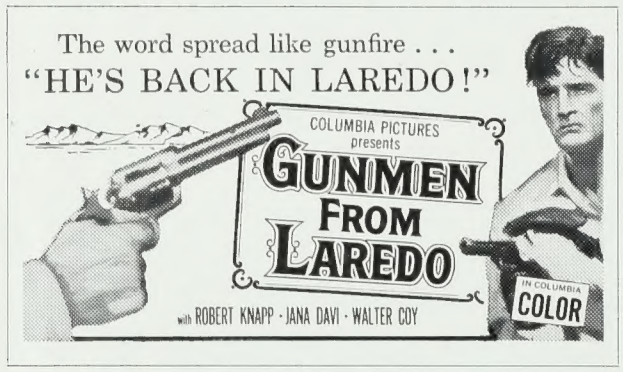

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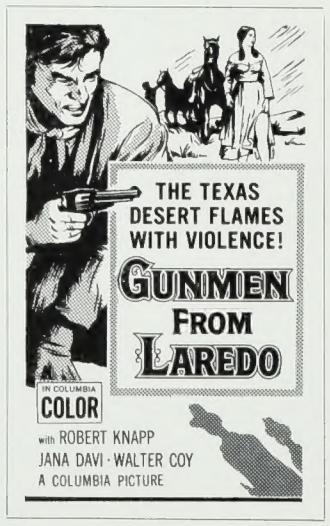

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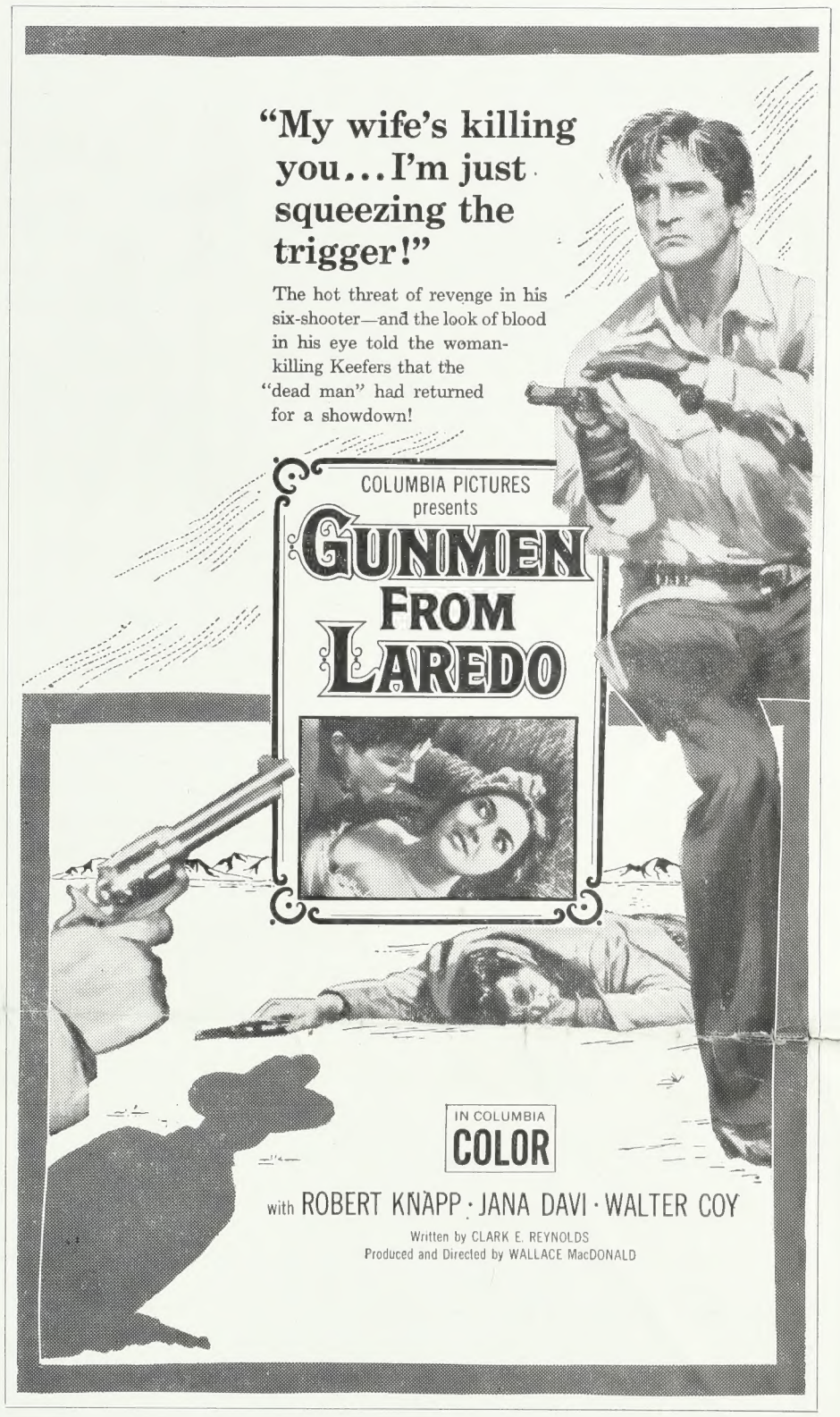

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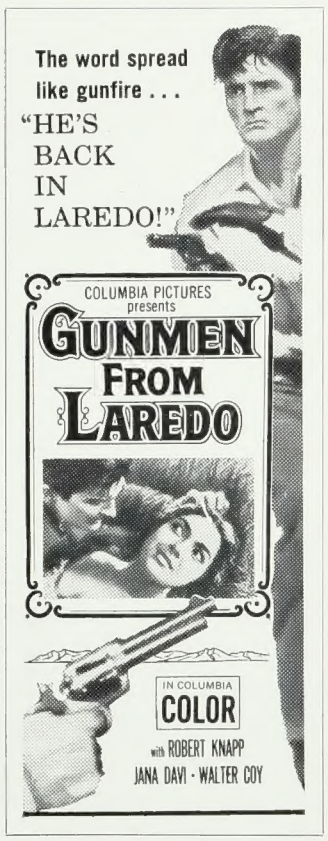
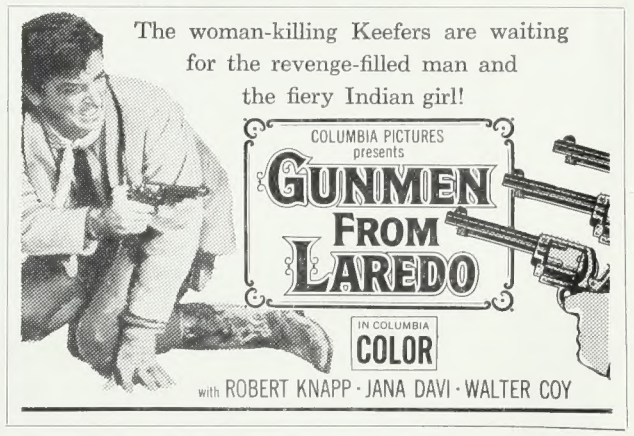


Ad No. 104—69 Lines

COMPOSITE CAMPAIGN MAT SPECIAL No. 1

- Ad No. 101
- Ad No. 102
- Ad No. 103
- Ad No. 104
- Ad No. 201
- Ad No. 202
- Ad No. 203
- Ad No. 204
- Publicity 1-A
- Publicity 2-A



Ad No. 203—70 Lines

(Review)

A revenge-filled Texas rancher and a fiery Indian girl team to smash the women-killing "Gunmen From Laredo" in Columbia Pictures' new outdoor action drama in Columbia Color at the ..... Theatre. It's a trigger-tense story packed with action and excitement.

Robert Knapp plays the embittered rancher who, while on the trail during a cattle drive, is ambushed by Walter Coy and his brothers, the "Gunmen From Laredo." When the smoke has cleared Knapp's wife and foreman lie dead, and Knapp wounded. Headed for revenge, he guns down one of the killer henchmen. He is framed for murder and sent to prison but, filled with hate and a compelling desire for revenge, he breaks out and again heads for Laredo.

Knapp's desperate trek across the desert is complicated by desert storms as well as a furious fight with a hot-blooded Indian brave who had kidnapped a beautiful Indian girl, Jana Davi, from a neighboring tribe. With the girl on his hands, Knapp must also overcome such formidable obstacles as the enmity of an Indian chieftain, father of the dead brave; the Laredo Marshal waiting to pick him up and, of course, the desperadoes whom he is hunting.

Knapp delivers a vigorous performance that augurs well for his future as an action star. As the lovely Indian girl with whom he finds love, Miss Davi, a former "Miss Ceylon" in the "Miss Universe" beauty contest, is exceptionally attractive. Coy checks in with a rousing portrait of villainy.

"Gunmen From Laredo" was penned for the screen by Clark E. Reynolds. Wallace MacDonald produced and directed the Columbia outdoor action drama.

(General Advance)

A young Texas rancher hits the most desperate vengeance trail in Southwest history to get the "Gunmen From Laredo," in Columbia Pictures' outdoor action drama filmed in Columbia Color. Due ..... at the ..... Theatre, the new film features Robert Knapp as the embattled rancher, exotic Ceylonese beauty winner Jana Davi as a fiery Indian girl, and Walter Coy as one of the gunmen from Laredo.

As the rancher, Knapp battles such natural and man-made obstacles as the "chisera," or devil sandstorm, during a jailbreak flight; hostile Indians whose chief, Mangos Coloradas, engages him in a bloody tomahawk fight and, of course, the gunmen lying in wait in Laredo to finish off the man they once had framed for murder.

In "Gunmen From Laredo," Knapp starts off as a young rancher ambushed while driving his cattle to Laredo. The fusillade of gunfire ends with his wife and foreman dead, and Knapp wounded. In a later gunfight with one of the Laredo killers he slays the man and is framed on a murder charge.

Obsessed with hatred and an overwhelming desire for revenge, he breaks jail and, with a beautiful Indian girl as his guide, fights his way back across the swirling inferno of the desert into the angry muzzles of the "Gunmen From Laredo."

Knapp is said to acquit himself with distinction. Miss Davi, as the fiery and beautiful Indian girl, and Coy, as the principal villain, are reported equally adept in their roles.

"Gunmen From Laredo" was written for the screen by Clark E. Reynolds and produced and directed by Wallace MacDonald.

(Mat 2-A; Still No. R-30) ***Robert Knapp, left, hits the vengeance trail in Columbia Pictures' adventure drama, "Gunmen From Laredo," in Columbia Color. Jana Davi and Walter Coy are also featured.***

(Wallace MacDonald)

After 20 years as a producer at Columbia Pictures, with 111 pictures to his credit, Wallace MacDonald turned director for the first time with the current "Gunmen From Laredo" in Columbia Color at the ..... Theatre. MacDonald claims he had 27 directors helping him make his directorial debut.

Among the directors for whom MacDonald himself worked as an actor are John Ford, Frank Borzage, George Marshall and Lionel Barrymore, who directed MacDonald in "Rogue's Song," the film in which Lawrence Tibbett made his screen debut. And, among those who directed pictures produced by MacDonald: Charles Vidor, Budd Boetticher, Ray Nazarro, D. Ross Lederman, John Brahm and William Castle.

Producer MacDonald saw to it that Director MacDonald used all the best he had learned from these men for his first megging assignment.

Robert Knapp, Jana Davi and Walter Coy are featured in "Gunmen From Laredo," the drama of a revenge-filled "dead man" who returned for a gun-blazing showdown with his "killers." The Columbia picture was written for the screen by Clark E. Reynolds.

(Robert Knapp)

Robert Knapp, who plays a revenge-bent Texas rancher gunning for "Gunmen From Laredo," Columbia Pictures' outdoor action drama in Columbia Color at the ..... Theatre, is a native Californian whose love affair with motion pictures is of long standing. He was born in Covina, Calif., attended schools there and completed one year of college at Glendale.

Impatient to get started in the motion picture industry in some capacity or another, Knapp quit school when he was 17 and started at a Hollywood studio as a messenger. He became a member of a film production unit and, when he entered the service, spent two years in Ceylon making training films. When he returned to Hollywood, he became a second assistant director while working his way towards the front of the cameras.

Knapp's first film role came in 1949 when he appeared with Rory Calhoun and Peter Graves in "Rogue River." Since then, he has starred in "Mesa of Lost Women," "Rawhide Trail," "Scandal, Inc.," "Revolt at Fort Laramie" and others.

Six-foot one, Knapp has distinguished himself in action films. He naturally excels in sports of all kinds, but is especially proficient in football. To keep in condition, he plays a fast game of badminton, a court for which he built himself at his San Fernando Valley home.

Ceylonese beauty Jana Davi and Walter Coy are also featured in "Gunmen From Laredo," which was written for the screen by Clark E. Reynolds. Wallace MacDonald produced and directed the Western adventure drama for Columbia Pictures.

(Production Reader)

There's a little bit of John Wayne, Gary Cooper, Alan Ladd, Randolph Scott, Roy Rogers, Gene Autry and Hopalong Cassidy in Columbia Pictures' "Gunmen From Laredo,"—but none of them actually appear in the picture now at the ..... Theatre.

A Columbia costumer rounded up the following accessories for Robert Knapp to wear as the hero of the Western, which also features Jana Davi and Walter Coy in Columbia Color:

John Wayne's boots, Gary Cooper's gun belt, Alan Ladd's six-shooters, Randolph Scott's pants, Roy Rogers' spurs, Gene Autry's hat and Hopalong Cassidy's gloves.

"Gunmen From Laredo" is a Western adventure drama of a young Texas rancher who hit the vengeance trail. The Columbia film was written for the screen by Clark E. Reynolds.

(Knapp Short)

Robert Knapp, whose last previous appearance for Columbia was as Glenn Ford's unsuccessful rival for the hand of Felicia Farr in "Jubal," plays the male lead in "Gunmen From Laredo," now at the ..... Theatre in Columbia Color. Jana Davi and Walter Coy are also featured in the Columbia outdoor action drama which was produced and directed by Wallace MacDonald.

(Opening Notice)

Columbia Pictures' "Gunmen From Laredo," featuring Robert Knapp, Jana Davi and Walter Coy in Columbia Color, opens ..... at the ..... Theatre. The Columbia film was written for the screen by Clark E. Reynolds. Wallace MacDonald produced and directed the outdoor action drama.

(Mat 1-A; Still No. R-16) ***A fiery Indian girl and a revenge-filled man, Jana Davi and Robert Knapp, return to Laredo in Columbia Pictures' "Gunmen From Laredo," Western action film in Columbia Color.***

(Davi Short)

Jana Davi, former "Miss Ceylon," plays the feminine lead in Columbia Pictures' "Gunmen From Laredo," now at the ..... Theatre in Columbia Color. Miss Davi, who entered motion pictures through the "Miss Universe" beauty contest, is featured as an Indian maid. Robert Knapp and Walter Coy are also featured in the drama of a young Texas rancher on the vengeance trail. "Gunmen From Laredo" was written for the screen by Clark E. Reynolds and was produced and directed by Wallace MacDonald.

LAREDO

Laredo is situated in southwest Texas on the Rio Grande river which forms the border between this country and Mexico. Use the name of the title city in contests worked either through a radio disc jockey's program or the pages of your local newspaper, and provide guest tickets as prizes.

- Lists of four-letter words made from Laredo.
- Tell in 25 words or less: "*Why I Would Like to Visit Laredo.*"
- Contestants to plan trip to Laredo from your town, give instructions, method of travel, costs, etc.
- Name other Western towns in previous picture titles.
- Direction signs out front: "..... *Miles to Laredo. Fifty Feet to 'Gunmen From Laredo.'* "
- Interview any localites who have visited Laredo.

RADIO SPOT

15 SECONDS: Coming! "Gunmen From Laredo!" See the Texas desert flame with violence! As a revenge-filled man and fiery Indian girl face the angry muzzles of "Gunmen From Laredo!" In Columbia Color! State Theatre, now!

ACTION ART

Still Nos. Art 1 and Art 2 might be used effectively in "Wanted" posters. Use the copy line: "WANTED . . . by the 'GUNMEN FROM LAREDO,' etc."

COWBOYS-INDIANS

- Several Indian head pennies in ten gallon hat. Patrons getting one in a lucky pick win guest admission.
- Prizes to youngsters coming to theatre wearing best Indian make-up on face.
- Dress staff as cowboys.
- Display of old muskets, six-guns, Indian relics in theatre lobby and out front.
- Offer guest tickets for longest list of famed gunmen.
- Colored feather giveaways with credit tags attached.
- Local Boy Scout troop to stage Indian war dance in lobby or on TV.
- Arrows pointing toward theatre with picture credits.
- Hitching post with sign: "*Reserved for 'Gunmen From Laredo!'* "
- Pretty Indian girl to send up smoke signals.
- Sound recording of Indian war cries. Order Record No. 5033A from: *Thomas J. Valentino, 150 W. 46 St., N. Y.* Price: $2.00.
- Interview Indians or old-time Westerners living in town.

USE TITLES

Many motion picture titles include the names of Western towns or cities, such as Laredo, in "Gunmen From Laredo." Promote the film by having a cooperative disc jockey sponsor a postcard write-in contest in which listeners send in lists of other pictures featuring Western town names, such as "3:10 to Yuma," "Man From Laramie," etc. Furnish a quantity of guest admissions as prizes.

FAR WEST

- Western music featured on radio with picture plugs.
- Tie up with store window displays featuring Western items, riding and camping equipment.
- Travel bureaus to feature Western trips, loan posters for lobby.
- Map of Texas, Laredo with red flash outline, ribbons leading to scene stills.
- Libraries, bookstores to feature books on the West.
- Promote cacti plants for gifts and lobby display.
- Western recipes featured in newspapers.

DRIVE-IN'S

- Feature Indian "pop maize," at concession counter.
- Prizes for youngsters giving best war whoops on p.a. system at intermission.
- Set up a wigwam in play area.
- Road signs: "*You're 2 Miles From State Drive-In. Straight Ahead to 'Gunmen From Laredo.'* "
- Shoot out candles with water pistols.
- Use chili as topping for ice cream and pop corn served at concession stand.
- Stage a "gun fight" at your concession counter during intermission.
- Set up a "Cowboy Corral" with ropes for youngsters to twirl for prizes.
- Motel and hotel cards: "*While You're Enjoying Your Visit to Blanktown, See, etc.*"
- Pony rides for youngsters.

Printed in U.S.A.

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